

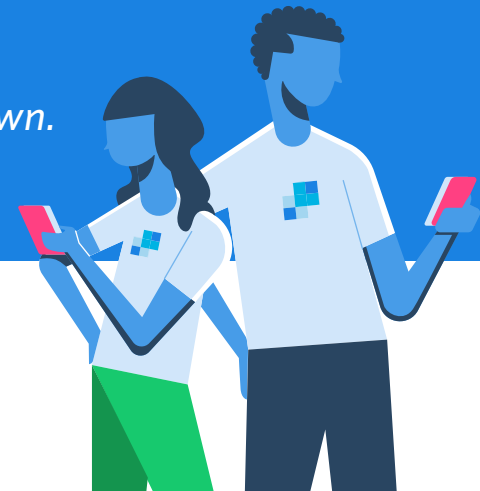
2023

Email Marketing Calendar



Being an email marketer is no easy task. It takes meticulous planning and nonstop creativity to build a perpetual stream of content that engages every customer on your email list. We at Twilio SendGrid have created this calendar to help you stay on top of key dates, major sales, and fun holidays—plus, we've thrown in a few best practices, expert tips, and email ideas to inspire your own campaigns.

Feel free to print out this calendar, mark it up, and make it your own. We hope it helps—happy sending!



Brought to you by:  **TWILIO
SendGrid**

01 JANUARY / National Hobby Month

SUN	MON	TUES	WED	THURS	FRI	SAT
<i>New Year's Day</i>	<i>New Year's Day (Observed)</i>		<i>National Trivia Day</i>			
1	2	3	4	5	6	7
8	9	10	11	12	13	14
<i>Critics' Choice Movie Awards</i>	<i>Martin Luther King Jr. Day</i>			<i>Get to Know Your Customers Day</i>		
15	16	17	18	19	20	21
<i>Lunar New Year</i>		<i>National Compliment Day</i>				<i>Data Privacy Day</i>
22	23	24	25	26	27	28
29	30	31				

Email Inspiration

New Year, New You

The start of a new year is the perfect time to reinvent yourself. Appeal to your customers trying to get a fresh start by sharing helpful tips and tricks on how to become their best selves, whether that's trying a new hobby, reinvigorating their wardrobe, or adopting a new exercise routine.

Let's Talk Privacy

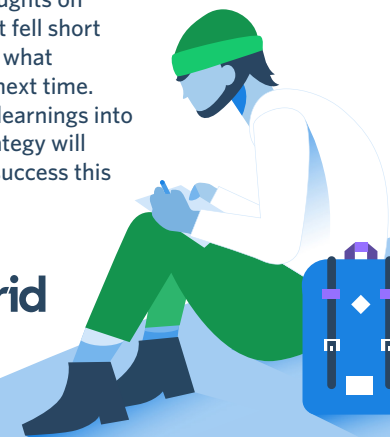
The beginning of the year is a great time to update your recipients on any changes to your company's privacy policy. While it's not the most exciting update to send, it's important to keep your recipients aware of your policies and how you use their data. [Check out our best practices for sending updated privacy policy emails.](#)

Holiday Heads-Up

Start preparing your Super Bowl VII and Valentine's Day campaigns now!

Tip

Before you look forward, you need to look back. Conduct a holiday season postmortem by reviewing all of the rich email data you collected in Q4. Then, mark down your key findings and thoughts on what went well, what fell short of expectations, and what you'd do differently next time. Incorporating these learnings into your 2023 email strategy will ensure your team's success this year!



02 FEBRUARY / Black History Month

Email Inspiration

Get Your Head in the Game

Help your customers get into the spirit of Super Bowl LVII with sales and special promotions leading up to the big game or during halftime.

Spread the Love

Create and share Valentine's Day gift guides beyond just "for him" and "for her." Instead, share your bestsellers for moms, sisters, friends—you name it.

Holiday Heads-Up

Start preparing your International Women's Day and Saint Patrick's Day campaigns now!

Tip

Before you fall head over heels for your new post-holiday subscriber count, clean up your lists by removing bounced and invalid recipients, as well as users who've stopped opening your emails. [Proper email list hygiene](#) and Twilio SendGrid's [Email Address Validation API](#) will help you improve your sender reputation, boost engagement rates, and reduce the chance of landing on an email deny list.



SUN	MON	TUES	WED	THURS	FRI	SAT
				Groundhog Day		
			1	2	3	4
	5	6	7	8	9	10
Super Bowl LVII	Galentine's Day	Valentine's Day	Singles Awareness Day			
12	13	14	15	16	17	18
	President's Day	Mardi Gras	Ash Wednesday			
19	20	21	22	23	24	25
26	27	28				

03 MARCH / Women's History Month

SUN	MON	TUES	WED	THURS	FRI	SAT
					Employee Appreciation Day	
			1	2	3	4
	Purim Starts	Purim Ends	International Women's Day			
5	6	7	8	9	10	11
Daylight Saving Time Starts						
95th Annual Academy Awards		PI Day			St. Patrick's Day	
12	13	14	15	16	17	18
	Spring Equinox					
	International Day of Happiness		Ramadan Starts	National Puppy Day		
19	20	21	22	23	24	25
26	27	28	29	30	31	

Email Inspiration

Shoutout to the Ladies

To celebrate Women's History Month and International Women's Day, highlight some of the amazing women who help your business succeed. Share their stories, their pieces of advice for other women, and their favorite products and services your business offers.

Keep Your Eyes on the Pi

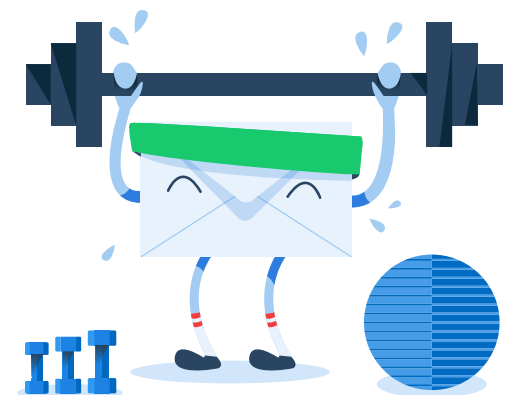
Celebrate Pi Day with a delicious deal for your customers by offering them \$3.14 off their order.

Holiday Heads-Up

Start preparing your April Fools' Day and Easter campaigns now!

Tip

Start spring off on the right foot by giving your emails a face-lift. Head over to our [free email templates gallery](#) to find a fresh new look for your next campaign.



04 APRIL / National Humor Month

Email Inspiration

Share a Laugh

In the spirit of April Fools' Day, try introducing a lighter tone to your email messages this month. Experiment with puns, emojis, and jokes to see if humor and more casual language resonate with your audience.

Earth Day

Customers want to do business with brands with values that align with their own. In honor of Earth Day, highlight your business' sustainability practices and tips on how your customers can reduce, reuse, and recycle.

Holiday Heads-Up

Start preparing your Mother's Day and Memorial Day campaigns now!

Tip

April is the perfect time to invest in email automation and save yourself the hassle of manually duplicating and sending campaign after campaign. With [Twilio SendGrid's Automation tool](#), you can create personalized experiences, tell stories, and invite conversations at scale in the time it takes to develop your usual one-to-many campaigns.

SUN	MON	TUES	WED	THURS	FRI	SAT
						April Fools' Day 1
Palm Sunday 2	3	4	Passover Begins 5	6	National Beer Day Good Friday 7	8
Easter 9	10	National Pet Day 11	12	Passover Ends 13	14	15
16	International Haiku Day 17	Tax Day 18	19	Get to Know Your Customers Day 20	Ramadan Ends Eid al-Fitr Starts 21	Earth Day Eid al-Fitr Ends 22
23	24	25	26	National Tell a Story Day 27	Arbor Day 28	29
30						



05 MAY / Asian American & Pacific Islander Heritage Month

SUN	MON	TUES	WED	THURS	FRI	SAT
	International Workers' Day			Star Wars Day	Cinco de Mayo	Kentucky Derby
	1	2	3	4	5	6
7	8	9	10	11	12	13
Mother's Day						Armed Forces Day
14	15	16	17	18	19	20
	Victoria Day (Canada)					
21	22	23	24	25	26	27
Pentecost National Hamburger Day	Memorial Day					
28	29	30	31			

Email Inspiration

Being Mindful on Mother's Day

Mother's Day can be an emotional time of year for individuals who've lost a loved one. Show your customers you care by allowing them to [opt out of all Mother's Day-related emails](#) for the year.

Kicking Off Summer

Memorial Day is the unofficial start of summer and one of the biggest retail holidays of the year. Get your customers in the mood for warm weather with exclusive deals on your newest summer items.

Holiday Heads-Up

Start preparing your Father's Day campaigns now!

Tip

Before you give up on unengaged recipients, try to win them back one last time. Launch your own [reengagement campaign](#) complete with an [email preference](#) center so that recipients can easily opt back into receiving your emails, control which type of content they'll receive, and designate how frequently they'll hear from your brand. This lets you keep subscribers and boost engagement while letting your customers receive the content they care about most.



06 JUNE / LGBTQ+ Pride Month

Email Inspiration

Dad's Day

Skip the power tools and golf accessories this year and opt instead for content that showcases how your customers can use your products and services to spend quality time with the father figures in their lives. Dad jokes are also encouraged, of course.

Celebrating 618

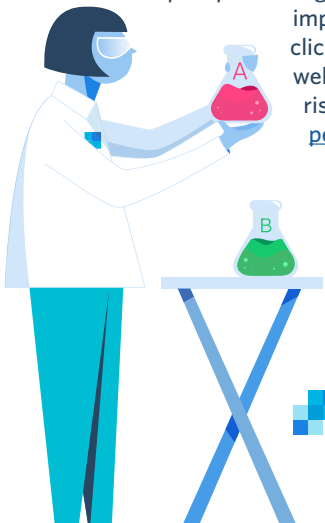
June 18th, or 618, marks China's second-largest ecommerce shopping festival of the year—only rivaled by Singles' Day in November. Recently, the festival has expanded to other countries, with many brands hopping on board to serve customers with enticing midyear sales. Consider offering up some spicy summer deals and promotions to celebrate.

Holiday Heads-Up

Start preparing your Independence Day campaigns now!

Tip

Summer is the perfect season to experiment with advanced [audience segmentation](#). Sending hyper-targeted messages to your subscribers based on their age, gender, location, income level, or past purchasing behavior can help you improve email open and click-through rates, as well as fulfill customers' rising expectations for [personalized content](#).



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SUN	MON	TUES	WED	THURS	FRI	SAT
				National Doughnut Day		
				1	2	3
National Cheese Day		National Best Friend Day			Global Wellness Day	
4	5	6	7	8	9	10
Children's Day		Flag Day				
11	12	13	14	15	16	17
Father's Day		Summer Solstice				
618 (Shopping Festival in China)	Juneteenth	International Day of Yoga				
18	19	20	21	22	23	24
				National Sunglasses Day		
25	26	27	28	29	30	

07 JULY / National Grilling Month

SUN	MON	TUES	WED	THURS	FRI	SAT
						Canada Day 1
2	3	Independence Day	4	5	6	World Chocolate Day 7
8						
9	National Kitten Day	10	11	12	13	Bastille Day (France) 14
15						
National Ice Cream Day	World Emoji Day	16	17	18	19	20
				Get to Know Your Customers Day	21	22
23	Parents' Day	24	25	26	27	28
	International Self Care Day			Ashura Starts	Ashura Ends	29
30	International Friendship Day	31				
	National Avocado Day					

Email Inspiration

Host a Summer-Ready Giveaway

Host a solo giveaway or partner with similar brands to grow your email subscriber list this summer. Have prospects share their email in exchange for a chance to win summer merchandise and instant prizes.

Embrace the Outdoors

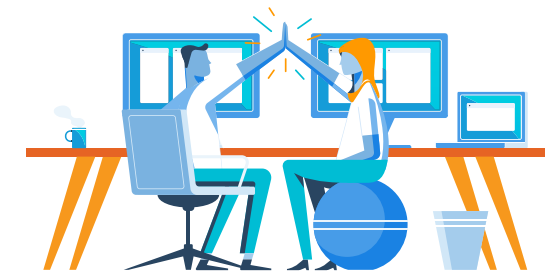
Highlight how your products and services can help your customers get outdoors and make the most of their summer adventures, whether they're hanging poolside or camping off the grid!

Holiday Heads-Up

While there aren't many major holidays in August, consider creating content for Women's Equality Day or National Relaxation Day!

Tip

Looking to build data-driven, personalized experiences for your customers this year? [Learn how Twilio Engage can help your business](#) collect first-party data and build real-time customer profiles that you can use to launch personalized campaigns across email, SMS, paid ads, and more.



08 AUGUST / Back to School Month

Email Inspiration

Back to School

It's almost the end of summer break and time for students to return to the classroom. To help parents streamline their shopping, create a back-to-school checklist, so they can easily find and purchase the essential supplies, technology, and clothes their kids need.

Pawsitively Purrfect

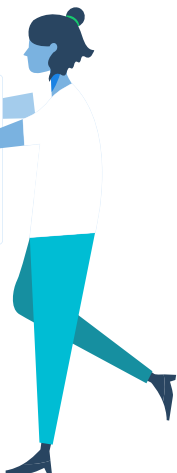
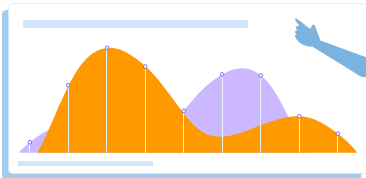
With both International Cat Day and International Dog Day falling in this month, consider launching a campaign to honor the beloved furry friends. Launch a best looking pet contest, feature your office pets and their favorite products, or celebrate the dog days of summer with a special pet-themed discount code.

Holiday Heads-Up

Start preparing your Labor Day campaigns now!

Tip

Take advantage of the summer lull by doing a deep dive into your email program's performance analytics. Twilio SendGrid's [Deliverability Insights dashboard](#) lets you access and monitor your email data, so you can easily optimize your email program's health and boost customer engagement.



SUN	MON	TUES	WED	THURS	FRI	SAT
		National Girlfriends Day				
			1	2	3	4
						5
		Friendship Day	International Cat Day		National Son and Daughter Day	
	6	7	8	9	10	11
						12
			National Relaxation Day	National Tell a Joke Day		
		13	14	15	16	17
						18
						19
						Women's Equality Day
						International Dog Day
	20	21	22	23	24	25
						26
	27	28	29	30	31	

09 SEPTEMBER / National Hispanic Heritage Month

SUN	MON	TUES	WED	THURS	FRI	SAT
						1
						2
	Labor Day	International Day of Charity	National Read a Book Day			
3	4	5	6	7	8	9
Grandparents' Day					Rosh Hashanah Starts	Oktoberfest Starts
10	11	12	13	14	15	16
Rosh Hashanah Ends		International Talk Like a Pirate Day				Autumnal Equinox
National Wife Appreciation						
17	18	19	20	21	22	23
Yom Kippur Starts	Yom Kippur Ends		World Tourism Day		Sukkot Starts	National Sons Day
24	25	26	27	28	29	30

Email Inspiration

Labor of Love

Encourage your customers to kick their feet up, relax, and take advantage of your great end-of-season Labor Day deals with emails customized to their interests and past purchasing behavior.

Fall Favorites

Help your customers celebrate the new season with your newest products and services. Showcase your seasonal must-haves and push customers to prepare for the cooler weather that lies ahead.

Holiday Heads-Up

Start preparing your Halloween campaign now!

Tip

It's never too early to start prepping for the holidays, especially when 54% of marketers start their planning in September and October. Use the next few weeks to A/B test [subject lines](#), design, and [email copy](#) so you know exactly what will resonate with your customers during your winter holiday marketing campaigns.



10 OCTOBER / Breast Cancer Awareness Month

Email Inspiration

Trick or Treat

Who says trick-or-treating is just for kids? In the spirit of Halloween, send your recipients a mystery deal. Send them a treat sweeter than candy by offering a bonus gift or extra loyalty points with every purchase.

Raise Awareness

There are a lot of worthy causes and holidays celebrated this month, so take time to give back as a business. For example, donate a portion of your monthly proceeds to breast cancer research or let customers round their total up to the nearest dollar to give to a charity your company supports.

Holiday Heads-Up

The holiday shopping season is almost here. Start preparing your Singles' Day, Thanksgiving, Black Friday, and Cyber Monday campaigns now!

Tip

When it comes to your [sender reputation](#), you don't want any spooky surprises. Be sure to monitor your reputation throughout the year by periodically checking if your IP addresses or domains are on any [email blacklists](#). By being proactive, you can maintain strong email deliverability and continue to land in customer inboxes.



SUN	MON	TUES	WED	THURS	FRI	SAT
<i>International Coffee Day</i>		<i>Oktoberfest Ends</i>			<i>Sukkot Ends</i>	
1	2	3	4	5	6	7
	<i>Thanksgiving (Canada)</i>		<i>International Day of the Girl Child</i>			
	<i>Indigenous Peoples' Day</i>	<i>World Mental Health Day</i>	<i>National Coming Out Day</i>			
<i>Columbus Day</i>						
8	9	10	11	12	13	14
	<i>Boss's Day</i>			<i>Get to Know Your Customers Day</i>		
	<i>World Food Day</i>					
15	16	17	18	19	20	21
22	23	24	25	26	27	28
<i>National Cat Day</i>		<i>Halloween</i>				
29	30	31				

11 NOVEMBER / Movember

SUN	MON	TUES	WED	THURS	FRI	SAT
			Day of the Dead Starts	Day of the Dead Ends		
			1	2	3	4
Daylight Saving Time Ends		Election Day			Veterans Day (Observed)	Veterans Day Singles' Day
5	6	7	8	9	10	11
Diwali	World Kindness Day					
12	13	14	15	16	17	18
International Men's Day			Thanksgiving		Black Friday	Small Business Saturday
19	20	21	22	23	24	25
	Cyber Monday	Giving Tuesday				
26	27	28	29			

Email Inspiration

Treat Yourself

11/11, or Singles' Day, is a shopping holiday that started in China to celebrate people who aren't in a relationship. Join in the fun by offering 11% off every single item or service on your site and encourage your recipients to show themselves a little self-love.

Wait, You Forgot Something!

It's a busy time of year and easy to be forgetful. If your customers leave products in their cart without checking out, send them a personalized email reminding them their purchase is waiting for them. You can even sweeten the deal with a custom discount code! [Check out our favorite abandoned cart emails to get inspired.](#)

Gift Guides

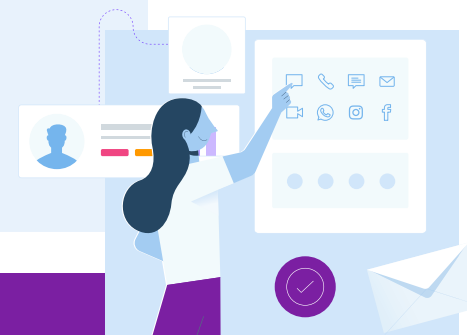
The holidays are almost here! Help your customers find the perfect gift for their special someone by highlighting your holiday gift guides and making personalized product and service recommendations based on your recipients' past purchasing behavior.

Holiday Heads-Up

Start preparing your Hanukkah, Christmas, and New Year's Eve campaigns now!

Tip

It's officially holiday crunchtime. Ahead of Black Friday and Cyber Monday, review our [Holiday Sending 101](#) and [Your 2023 Holiday Sending Packing List](#) guides for best practices, tools, and resources to ensure you have a successful holiday sending season.



12 DECEMBER / Universal Human Rights Month

Email Inspiration

Year in Review

Sending a “year in review” recap email that delivers personalized insight into how a recipient interacted with your brand in 2023 can be a great way to stay top of mind with your customers at year-end. [Here’s how to measure the success of these unique campaigns.](#)

Holiday Shipping Deadlines

Let your customers know when the last day of guaranteed Christmas delivery is. Your customers can ensure their gifts arrive for the holidays, and your business can secure those last-minute sales—it’s a win-win.

Customer Appreciation

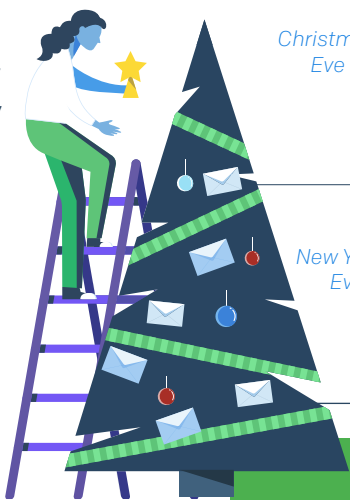
December is a great month to show your customers just how much they mean to you. Consider sharing a note of appreciation or offering exclusive discounts or gifts with purchase for your top shoppers.

Holiday Heads-Up

Time to start your 2024 planning! Take the time to write down your team’s goals for growing your subscribers, increasing click-through rates, and more.

Tip

'Tis the season for growing your email list! While December usually brings an influx of new subscribers, you must be vigilant to ensure you collect valid email addresses. To help, send new subscribers a [double opt-in confirmation](#) email asking them to confirm their email address so that you can add them to your list. This can prevent bots, spammers, and uninterested users from joining your list.



SUN	MON	TUES	WED	THURS	FRI	SAT	
						1	2
			National Cookie Day	Hanukkah Starts			
3	4	5	6	7	8	9	
Human Rights Day	Green Monday	Double 12 (Asia's Black Friday)	National Free Shipping Day		Hanukkah Ends National Ugly Sweater Day		
10	11	12	13	14	15	16	
				Winter Solstice	Super Saturday		
17	18	19	20	21	22	23	
Christmas Eve	Christmas Day	Boxing Day Kwanzaa Starts					
24	25	26	27	28	29	30	
New Year's Eve							
31							